

## "A Day In The Life" Activity

Your customer is the central character in your company's universe and, hopefully, brand story. A Day In The Life is an imaginative thinking tool that will help you understand more aspects and key points of your target customer. It will also help you further develop your problem-solving ideas that can be to enhance your content ideas.

(This activity was modified from *creativeminds.org*)

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### **The Exercise:**

1. Identify your target audience.
2. Use the primary and secondary market research, such as surveys, for more accurate, data-backed research of your customer.
3. Write a narrative or make a list of bullet points that describes their typical day. Divide it up into sections, such as getting up, going to work, having lunch, etc. You can make it more realistic by adding people's names and fictional detail.
  - a. This can be a day as experienced now, perhaps with selections from several different interviews or situations. It can also be a day in the future, using a creative idea that you have produced.

### **Example:**

John gets out of bed when the alarm goes at 6 am and stumbles to the bathroom to shower. Leaving in even more of a mess than he found it, he dresses in the dark of the bedroom where his wife is trying to sleep. He creeps downstairs and again leaves behind a trail of crumbs and dirty plates as he grabs a breakfast of whatever there is before heading out of the door. Later, Jean gets up with the alarm and cleans up after him as she follows a similar route. If only there were a way of him leaving the house cleanly and quietly...

### **Purpose:**

During this activity, build the entire context around the problem you solve for your target audience. The more everyday, common problems you can think about, the more opportunity to solve your audience's problems.

By seeing through the eyes of your target audience, it is easier to associate with their feelings and experiences and really understand their contextualized needs and problems.

Story formats or bullet points are often easier to understand than business reports. The story is a natural communication medium and hence make sense in a more comprehensive way. When you can really see their problems, this creates a more effective creative tension that you can use to generate effective solutions.